

VIVID SYDNEY 2026

# LOCAL BUSINESS PROGRAM BRAND GUIDELINES & ASSETS

AS AT MARCH 2026



## EVENT OVERVIEW

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Celebrating its 16th year in 2026, Vivid Sydney is Australia's largest festival of light, music ideas and food. Held from 22 May to 13 June 2026, Vivid Sydney will transform the Harbour City into an unforgettable global celebration of creativity, innovation and technology.

For 2026, the festival expands across light, daytime public art, interactive installations, theatrical performance, music, minds and a dedicated food program—it's most comprehensive offering to date. This broader program introduces a 24/7 presence in the Sydney CBD, welcoming daytime audiences to complement the evening experience.

The Vivid Light Walk illuminates Circular Quay and The Rocks, the Sydney Harbour foreshore (including the Sydney Harbour Bridge and Sydney Opera House) and other city precincts including Darling Harbour and Barangaroo.

Vivid Sydney has been instrumental in driving international visitation and supports all sections of New South Wales' visitor economy; the 2025 festival attracted over 2.5 million visitors, and delivered over \$160 million to the NSW visitor economy. Since its debut in 2009, it has been integral in positioning Sydney as the creative industries capital of the Asia Pacific region. The event is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency.

For more information visit [vividsydney.com](https://www.vividsydney.com)



## VIVID SYDNEY 2026 CREATIVE TERRITORY

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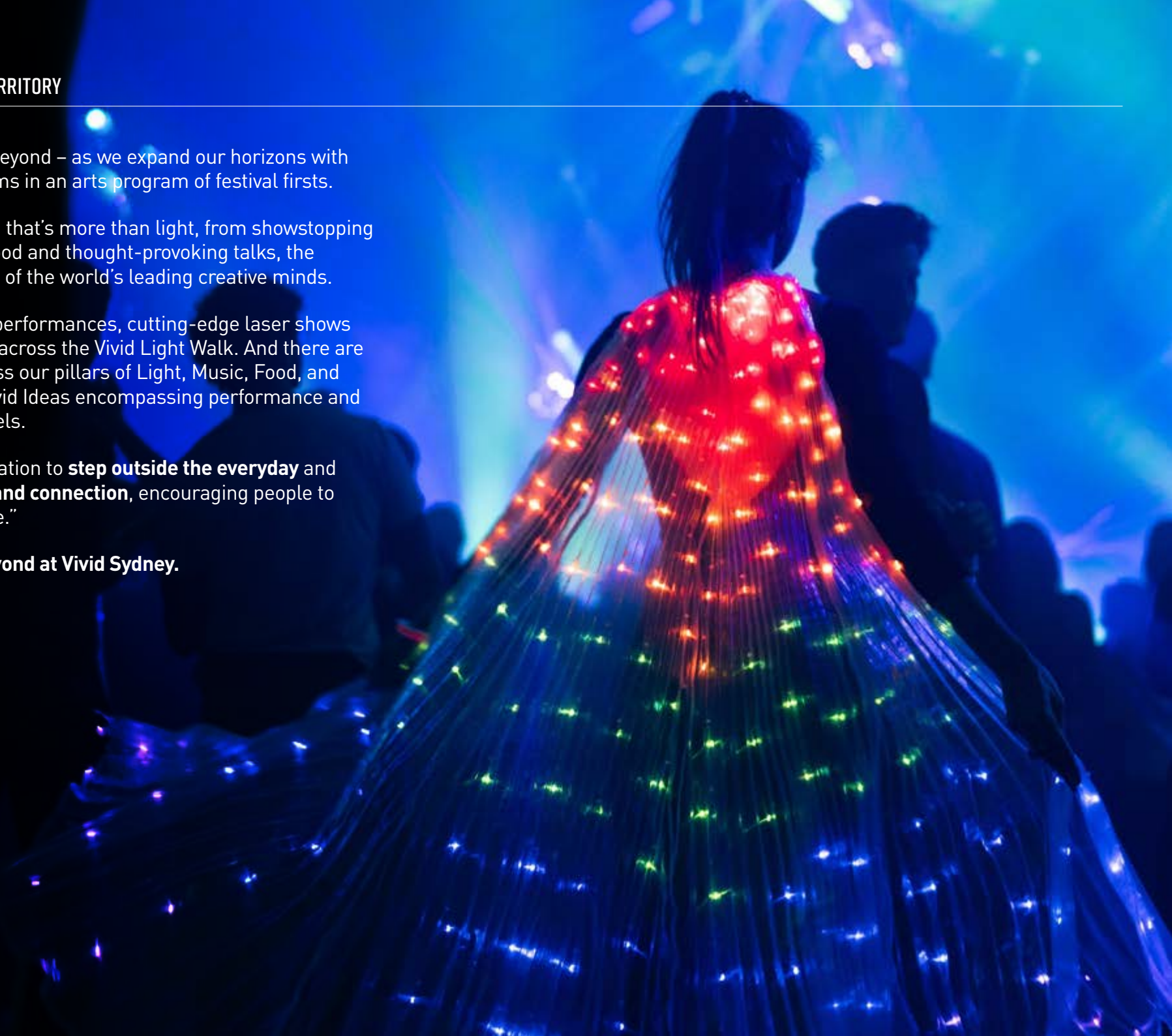
In 2026, Vivid Sydney goes beyond – as we expand our horizons with new artistic genres and forms in an arts program of festival firsts.

With a refocus to a program that's more than light, from showstopping art installations to music, food and thought-provoking talks, the program is shaped by some of the world's leading creative minds.

Think extravagant outdoor performances, cutting-edge laser shows and young people's theatre across the Vivid Light Walk. And there are plenty more surprises across our pillars of Light, Music, Food, and Minds – a reimagining of Vivid Ideas encompassing performance and art alongside talks and panels.

Vivid Sydney 2026 is an invitation to **step outside the everyday** and move toward **curiosity, joy and connection**, encouraging people to “discover, see and feel more.”

**Be bold. Be curious. Go beyond at Vivid Sydney.**



## APPROVAL PROCESS

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### PLEASE READ BEFORE PROCEEDING

Please submit any campaign materials featuring the Local Business Program graphic device for approval at least 48 hours prior to the desired live date of your activity.

Please submit via [vivid.approvals@dnsw.com.au](mailto:vivid.approvals@dnsw.com.au)

# BRAND GUIDELINES

## LBP PROUD PARTICIPANT — GRAPHIC DEVICE

Graphic Device — Blue

**PROUD PARTICIPANT**



**2026 LOCAL BUSINESS**

 VS26 LBP\_GRAPHIC-DEVCE\_PROUDPARTICIPANT\_BLUE

Graphic Device — Solid Black

**PROUD PARTICIPANT**



**2026 LOCAL BUSINESS**

 VS26 LBP\_GRAPHIC-DEVCE\_PROUDPARTICIPANT\_BLACK

Graphic Device — Reverse White

**PROUD PARTICIPANT**



**2026 LOCAL BUSINESS**

 VS26 LBP\_GRAPHIC-DEVCE\_PROUDPARTICIPANT\_WHITE

## VIVID SYDNEY LOCAL BUSINESS PROGRAM PROUD PARTICIPANT GRAPHIC DEVICE

The Vivid Sydney Local Business Participant graphic device is the only brand device Local Business Program partners are to use when promoting Vivid Sydney in its entirety.

When appearing on photography, the Vivid Sydney LBP graphic device should only be applied to sections of images that allow the device to stand out.

Background colours should be minimal and should not detract from the graphic device.

Both the graphic device and the framing devices have been trademarked and the TM must be used on these elements at all times.

## LBP EAT, SHOP, PLAY, STAY — GRAPHIC DEVICE

Graphic Device — Blue

**EAT, SHOP, PLAY, STAY****VIV**<sup>d</sup> SYDNEY<sup>TM</sup>**2026 LOCAL BUSINESS**
 VS26 LBP\_GRAPHIC-DEVCE\_EATSHOPPLAYSTAY\_BLUE

Graphic Device — Solid Black

**EAT, SHOP, PLAY, STAY****VIV**<sup>d</sup> SYDNEY<sup>TM</sup>**2026 LOCAL BUSINESS**
 VS26 LBP\_GRAPHIC-DEVCE\_EATSHOPPLAYSTAY\_BLACK

Graphic Device — Reverse White

**EAT, SHOP, PLAY, STAY****VIV**<sup>d</sup> SYDNEY<sup>TM</sup>**2026 LOCAL BUSINESS**
 VS26 LBP\_GRAPHIC-DEVCE\_EATSHOPPLAYSTAY\_WHITE

**VIVID SYDNEY  
LOCAL BUSINESS PROGRAM  
EAT, SHOP, PLAY, STAY  
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## LBP PROUD PARTICIPANT — CLEAR SPACE &amp; MINIMUM SIZE


**VIVID SYDNEY  
LOCAL BUSINESS PROGRAM  
PROUD PARTICIPANT  
CLEAR SPACE GUIDE**

Correct clearance space distance is based on the X height of the logo. This distance (1/4 X) should be maintained on all sides.

This clearance space rule should be applied to all versions of the logo.


**VIVID SYDNEY  
LOCAL BUSINESS PROGRAM  
PROUD PARTICIPANT  
MINIMUM SIZE GUIDE**

Minimum size conditions ensure clear reproduction and appropriate scale of the master graphic device.

**Printing**

Please ensure the minimum height of the 'SYDNEY' element is 15mm.

**Digital**

Please ensure the minimum height of the 'SYDNEY' element is 20 pixels.

## LBP EAT, SHOP, PLAY, STAY — CLEAR SPACE &amp; MINIMUM SIZE



## VIVID SYDNEY LOCAL BUSINESS PROGRAM EAT, SHOP, PLAY, STAY CLEAR SPACE GUIDE

Correct clearance space distance is based on the X height of the logo. This distance (1/4 X) should be maintained on all sides.

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## VIVID SYDNEY LOCAL BUSINESS PROGRAM EAT, SHOP, PLAY, STAY MINIMUM SIZE GUIDE

Minimum size conditions ensure clear reproduction and appropriate scale of the master graphic device.

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Proud Participant  
**Vivid Sydney Local Business Program 2026**



Proud Participant  
**Vivid Sydney Local Business Program 2026**



**VIVID SYDNEY  
LOCAL BUSINESS PROGRAM  
PROUD PARTICIPANT  
EMAIL SIGNATURE**

The Vivid Sydney Local Business Program email signature, is the only brand signature to be used by Local Business Program participants when promoting Vivid Sydney.

# **TONE OF VOICE & STYLE GUIDE**

## TOPE OF VOICE

The voice of Vivid Sydney is engaging, bright, playful, and inquisitive. We want to start a conversation, get curious and encourage open-mindedness.

It should use questions as a device to create a sense of wonder, whimsy and excitement about Vivid Sydney's breadth of experiences, from thought-provoking panels to visual spectacles.

## WHEN WRITING COPY FOR VIVID SYDNEY

**You are curious.** Vivid Sydney 2026 is theme-free, embracing true creative abandon to allow artists to be innovative, thought-provoking and ambitious. The tone should be intelligent, inspired and accessible, encouraging the audience to ponder the questions or experiences of each art work or event. The tone can vary between audiences and topics, from light-hearted to edgy, but should always be engaging and evocative.

**You are welcoming.** You embrace the diversity of people visiting the festival: from families to mature culture lovers and food enthusiasts, from out of town as well as Sydneysiders. Vivid Sydney is a multi-faceted festival and offers something for everyone. You are not elitist; your language has a sensitivity that engages all kinds of people with clear expression. You speak to niche audiences dependent on the event but make it clear that all are welcome.

**You are awe-inspiring.** When you write about Vivid Sydney, you imagine you are there, experiencing it. It's not just about what it looks or sounds like, it is about what feelings and reactions the event evokes in you and the audience. You speak in an energising and immersive voice and use emotion in your language. Promote curiosity and take the time to unearth new aspects of all events to demonstrate how different the festival is every year.

**You are authentically Sydney.** You love Sydney and know its streets, harbour and art galleries well. You are proud of being part of the community, and offer local knowledge and insider tips. Experiencing the electric atmosphere of the city at night is an essential part of the festival.

**You talk to global audiences.** Vivid Sydney is a festival that reaches global audiences and is a world-leader in innovation, creativity and cultural expression. Keep in mind that international audiences will be keen to learn more about Vivid Sydney and the city itself in your copywriting, so keep it inclusive and don't assume knowledge.

Emotion should be centered too, evoking a sense of joy, connection and adventure. And it should speak with compassion and inclusivity – Vivid Sydney is for all, and everyone is welcome to take part.

The voice should speak like a proud Sydneysider with an open mind: eager to be inspired by art, hear stories and exchange ideas.

## STYLE GUIDE

- › Write Vivid Sydney, not Vivid
- › Unify the pillars (Vivid Light, Vivid Music, and Vivid Minds and Vivid Food) to promote Vivid Sydney as a cohesive event
- › Use the full names of icons: Sydney Opera House; Sydney Harbour Bridge; Museum of Contemporary Art Australia
- › Credit renders: Concept by X
- › Name of Vivid Sydney events and song names in title case
- › Installation and projection names, album names, film titles, book and magazine titles in italics throughout. If possible, write the year album was released in brackets after album name.
- › References to specific pillars should be maintained as Vivid Light or Vivid Music, never just light or music
- › Adjective phrases hyphenated
- › Copy should be in active voice, present tense and third person i.e.: Hyperweb, by award-winning interdisciplinary artist Louisa Magrics, takes the form of a giant illuminated web; it is a poetic representation of sound and highlights the mathematics and interconnectedness of our world.

## WRITING EXAMPLES

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Vivid Sydney transforms the city into a vibrant canvas of light, music, minds and food. Through immersive experiences created by leading artists, performers, creatives and chefs, festivalgoers are invited to explore Sydney in new and unexpected ways.

From iconic landmarks to hidden laneways, the city comes alive after dark with installations, performances and experiences that spark curiosity and connection. Vivid Sydney encourages visitors to step outside the everyday, discover something new and see familiar places from a different perspective.

With interactive artworks and a diverse program across multiple precincts, the festival offers something for everyone. Wander through glowing streets, follow the Light Walk along the harbour, enjoy live music and performances, or experience the city's dynamic food scene as it comes to life at night.

Whether you're planning a night out with friends, a family adventure or a unique city experience, Vivid Sydney is an invitation to explore, connect and be inspired.

## MEDIA HEADLINE EXAMPLES

**Dine under the lights: [Business Name] during Vivid Sydney**

**Make it a night out: food, drinks and Vivid Sydney at [Business Name]**

**Your Vivid Sydney dinner plans start at [Business Name]**

**Pre or post Light Walk? Stop in at [Business Name] this Vivid Sydney**

## SOCIAL MEDIA POST IDEAS

- › Heading to Vivid Sydney? Start (or end) your night with us #VividSydney
- › Make a night of it — dinner, drinks and a stroll through Vivid Sydney. Book now.
- › We're lighting up for Vivid Sydney. Join us before or after the Light Walk
- › The perfect Vivid Sydney pairing? Great food + glowing views
- › Out exploring Vivid Sydney tonight? Drop by [Business Name] along the way

# **SOCIAL MEDIA GUIDELINES**

## CHANNELS & HOW TO GET INVOLVED

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Vivid Sydney is active on a number of consumer focused social media channels, to promote awareness of Vivid Sydney attractions, events and experiences. Make sure you always refer to Vivid Sydney in its full name 'Vivid Sydney' on social media, not just 'Vivid'.

## SOCIAL MEDIA CHANNELS

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All content we share on our social media channels is designed to inspire and invite travellers from around the world to visit Vivid Sydney. And we want you to become a part of that!



**@vividssydney**

We feature UGC video and images on these channels. Be sure to tag @vividssydney in your post captions or Instagram story frames for a chance to be featured on the official Vivid Sydney channels.



**@vivid-sydney**

Our showcase event page can be mentioned in your own LinkedIn posts. Simply add @vivid-sydney to your copy and be sure to follow the page.



**#vividssydney**

Include our official #vividssydney hashtag when posting on your channels. We monitor this hashtag daily and source featured materials from the content pool to share on our channels.

**Join in on conversations.** Follow our channels and keep an eye out for relevant content that you can engage with. Leave a comment on relevant posts or share a post relating to your event/location/program. When you actively network on social media you broaden your discovery net for more people to discover you.



## CREATING YOUR OWN VIVID SYDNEY CONTENT

Creating engaging content doesn't have to be expensive or difficult. Below are some tips on materials that work well in social and are easy to create. Your content is more likely to be shared on our channels if you adhere to these guidelines.

### STEP 1

Start to familiarise yourself with the content which is being shared each day on Vivid Sydney social media channels. This will give you a good idea of the type of content we are looking for, the styles we find successful and serve as some inspiration for the creation of your own content. Our imagery — whether video or stills — is vital to championing the Vivid Sydney brand and Sydney's recognisable landmark buildings, locations and experiences.

Things that Vivid Sydney look for in images and videos to post on our accounts:

- › **Eye catching, light and vibrant:** Well-composed assets that capture the moment and sparks an emotional reaction. We show positive, authentic moments with quality, high resolution content.
- › **Seasonal and on trend:** Our social content is relevant to annual programming and leverages emerging trends and audience desires.
- › **Natural, real and honest:** We show the location, programming or experience in a real and honest light and depict natural interactions relevant to the situation. We avoid over stylised and retouched imagery.
- › **Hero landmarks or experience:** Showcase the locations or experience in a unique, inspiring way to encourage our audience to interact and want to discover more.

### STEP 2

Create content which is made with social media in mind. This means getting content which is shot in the right specifications for each platform. Follow our best practice specs guideline to ensure your content matches the platform you're posting on.

#### Best Practice specs\*

PLATFORM	IDEAL ASPECT RATIO
Facebook Feed Post	4:5 (Portrait)
Instagram Feed Post	4:5 (Portrait)
Instagram Reel or Story	9:16 (Vertical)
Instagram Threads	9:16 (Vertical)
LinkedIn	4:5 (Portrait) or 16:9 [Landscape]
TikTok	9:16 (Vertical)
X (Formerly Twitter)	1:1 (Square) or 16:9 [Landscape]
YouTube	16:9 (Landscape)
YouTube Shorts	9:16 (Vertical)

\*Keep in mind these can change over time. Always keep up to date with shifts in the platforms.



## HOW TO CREATE QUALITY SOCIAL MEDIA CONTENT

### STEP 3

DO	DON'T
<ul style="list-style-type: none"> <li>✓ Take videos or images in portrait orientation (holding your phone upright, and not on its side as outlined in specs section). You can later crop the content in your photo edits for the specs required.</li> <li>✓ You don't always need a professional photographer the latest smartphone cameras are great.</li> <li>✓ Share video content, it reaches and engages more users than images on social media.</li> <li>✓ Avoid over-saturated and highly edited images/videos. Subtle edits to brighten or improve the quality and contrast is encouraged.</li> <li>✓ Shoot video content on the latest smartphone on a 4K setting with a 25 or 30 frame rate per second.</li> <li>✓ Ensure drone shots adhere to CASA rules (use <b>OpenSky app</b>).</li> <li>✓ Think of sound. Many platforms are now watched with sound on and you need to create content with sound in mind. Make sure any audio is clear, that you don't have accidental background noise and there isn't white noise. Ideally you can add some music or a voice over later in the platform.</li> <li>✓ Evoke real feelings. We want to see real people experiencing real things.</li> <li>✓ Get creative and try new things. This could be new techniques or different angles. It's interesting to see familiar things captured in a new light.</li> <li>✓ Try the editing options available in the social media platforms. You might edit a video together or simply lighten an image. These tools are all available and easy to access in the platforms.</li> <li>✓ Try editing your phone content via easy-to-use mobile apps such as CapCut or VN.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Capture shaky or blurry content. You also need to make sure you move the camera in a smooth and even paced motion when filming. The best test is to watch it back yourself and if you find it difficult to take in, as it moves too quickly, then know that your viewer is also likely to have trouble watching it.</li> <li>✗ Create photos with heavy Photoshop or colour editing.</li> <li>✗ If you use talent try to make them part of the moment but not posed.</li> <li>✗ Promote locations or areas inaccessible to the public, or unsafe areas (i.e., past barriers, on cliff edges, or on private property).</li> <li>✗ If you use any sort of AI in your images it is important to tell people in the caption. Also, some platforms will ask you to disclose this when you upload to share.</li> </ul>



## SOCIAL FOR SEARCH

More people are using social media platforms like Instagram, TikTok, and YouTube for search instead of Google. This shift makes sense, as Google often prioritises paid ads and polished, but sometimes outdated content. Social media, on the other hand, provides authentic, low-fi videos from real people and allows direct interaction with content creators.

### HOW TO OPTIMISE CONTENT FOR SEARCH

It's important to identify popular search terms and keywords to create content related to in-demand search topics. There are many good tools and resources including;

- › TikTok Creator Search Insights Tool
- › TikTok Popular Hashtags
- › TikTok Keyword Insights
- › Manual search on TikTok to see other related search terms
- › Google Keyword Planner
- › Manual search on Google
- › Social Listening through tools like Sprinklr

### SOCIAL SEARCH ENGINE OPTIMISATION OF CONTENT

To create engaging content, start by using insights from your keyword and hashtag research to guide your video planning. Ensure the video's main topic aligns with popular search terms.

For further optimisation, incorporate keywords and hashtags into various elements such as the voiceover, on-screen text (supers), subtitles, post copy, and hidden keywords and hashtags.

Additionally, consider leaving keywords in the comments section and embedding posts on your website to improve visibility in Google searches.

To monitor the effectiveness of your categorisation efforts within the app, check the search top bar on the post and verify that it aligns with your intended goals.





## SOCIAL MEDIA TEMPLATES

Find a collection of assets ready to be posted to your account. Available to download [here](#).

If you use these assets, a mandatory credit is required: @vividSydney #vividSydney #feelnewsydney

Find more content and assets from our Destination NSW Content Library [here](#).

\*Please note you will need to register to access these (link in top right corner of the page).



9:16 Stories



3:4 Posts

## VIVID SYDNEY LOCAL BUSINESS PROGRAM SAMPLE POST TEXT

We're excited to be part of the @vividSydney Local Business Program this year! Come visit/stay/see/cruise with us from 22 May - 13 June. Head to the link in our bio for more. #vividSydney

Recommend links to use in your bio or put in your stories:

Vivid Sydney 2026 Website  
<https://bit.ly/VividSydney2026>

Vivid Sydney 2026 Deals  
<https://bit.ly/VividSydneyDeals2026>

Vivid Sydney Cruise Vessels  
<https://bit.ly/VividSydneyCruises>

Vivid Sydney Light My Building  
<https://www.vividSydney.com/event/light-our-connected-city>

## SOCIAL MEDIA APPROVALS

Please submit any social media posts for at least 48 hours prior to the desired live date of your activity.

Please submit via  
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# VIVID<sup>TM</sup> SYDNEY

